



Sign Regulation Amendments

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Item #89 City Council Public Hearing



Council Resolution 20071108-128

- Prohibit mobile billboards
 - Findings in support of the ban of the mobile billboards are included in the draft ordinance
 - City of Austin is near non-attainment status under EPA regulations
- Impose registration fee upon taxis advertising unrelated businesses
- Impose new registration requirements for billboards
 - Requires annual registration
 - Requires billboard owners to register and pay fees
 - Establishes a notice requirement for the City to notify sign owners of upcoming registration
 - Establishes that failure by the City to send notice voids the prohibition against relocating signs if signs are not compliant with registration requirements.



Council Resolution 20071108-128

- Impose new requirements for billboard relocation by allowing:
 - Billboards on limited commercial corridors within the scenic roadway sign districts
 - Billboards to be relocated to commercial corridor sign districts regardless of sign size
 - Aggregation of multiple billboards subject to a max of 672 square feet, with a 10% reduction in total amount if the aggregated amount is less than 672 square feet. (e.g. relocating 2 or more for 1)



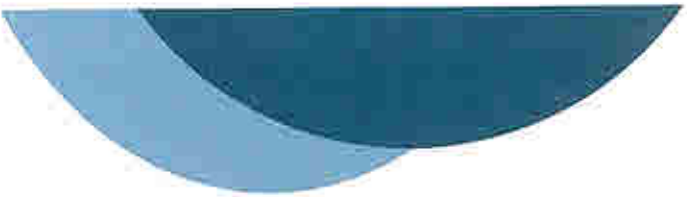
Council Resolution 20071108-128

- Impose additional technical requirements for billboard relocation:
 - Require installing energy-efficient, pollution reduction lighting within 36 months of registration
 - Change the way sign height is measured:
 - Allow signs to be 42.5 feet above the highest adjacent main travel lane
 - For signs on elevated travel ways, allow signs to be 25 feet above the elevated travel lane (except within one half mile of an interchange)



Council Resolution 20071108-128

- Technical requirements continued...
- Clarify “adjacent” to mean when the sign face is oriented toward the travel way and the foundation is no more than 500 ft away
- Define “elevated travel ways” and excepts major interchanges and intersections from that definition



Council Resolution 20071108-128

- Impose/clarify penalties
 - Clarify penalties for replacing a billboard once it has been removed
 - Clarify penalties for not complying with registration requirement
 - Prohibit a sign owner from relocating a sign if that sign owner violates registration requirements for any other sign owned by that sign owner in the City's jurisdiction



Current Billboard Regulations

Replacement Provision 25-10-152(B)(5)

- Existing billboards can be replaced if the replacement sign:
 - Is 25% less in sign face height and width than the original sign it replaces
- Does not direct illumination onto a property zoned or used for residential use
- Does not exceed the height of the sign it replaces
- Is constructed in the same location with the same materials and construction design as the sign it replaces



Current Billboard Regulations

Relocation Provision 25-10-152(B)(6)

- Within certain boundaries:
 - A registered billboard can be relocated to expressway corridors or commercial sign districts.
- The original sign must be permanently removed from its location.
- After 25 years, the relocated billboard must be removed or another billboard must be removed.
- Billboards cannot be relocated to:
 - A scenic roadway,
 - Within 500 feet of a historic sign district, or
 - Within 500 feet of a residential structure located in a residential base zoning district.



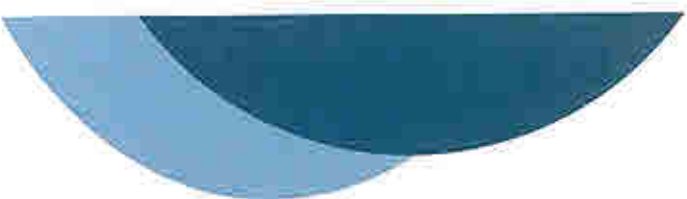
Process

- Stakeholder meetings
 - Scenic Austin (2 representatives)
 - Billboard Companies (2 representatives)
 - Property owner with sign on property
 - Mobile Advertising industry
 - Yellow Cab Company
 - Capital Metro



Process: Boards & Commissions

- Urban Transportation Commission
 - March 11, 2008 – briefing regarding Chapter 13
 - April 8, 2008 – voted 4-3 in favor
- Design Commission: April 7, 2008
 - Recommended
 - Complete elimination of relocation provisions
 - Ban on mobile billboards
 - Registration fee for taxis
 - Installing energy efficient lighting on billboards
 - Prohibiting signs within 800 ft of school boundaries
- Did not recommend
 - Expansion of relocations to scenic roadways
 - Relocation of signs to commercial sign districts regardless of size



Process: Boards & Commissions

- Planning Commission:
 - **February 19, 2008.** Subcommittee. Briefing, action postponed to provide more info, including data from billboard inventory
 - **March 11, 2008.** Subcommittee. No recommendation, forwarded to full commission
 - **April 8, 2008.** Full Commission. Referred back to subcommittee
 - **April 15, 2008.** Subcommittee. Mixed recommendations with additional comments
 - **April 22, 2008.** Full Commission. Supported Subcommittee recommendations with additional recommendations



Billboard Inventory

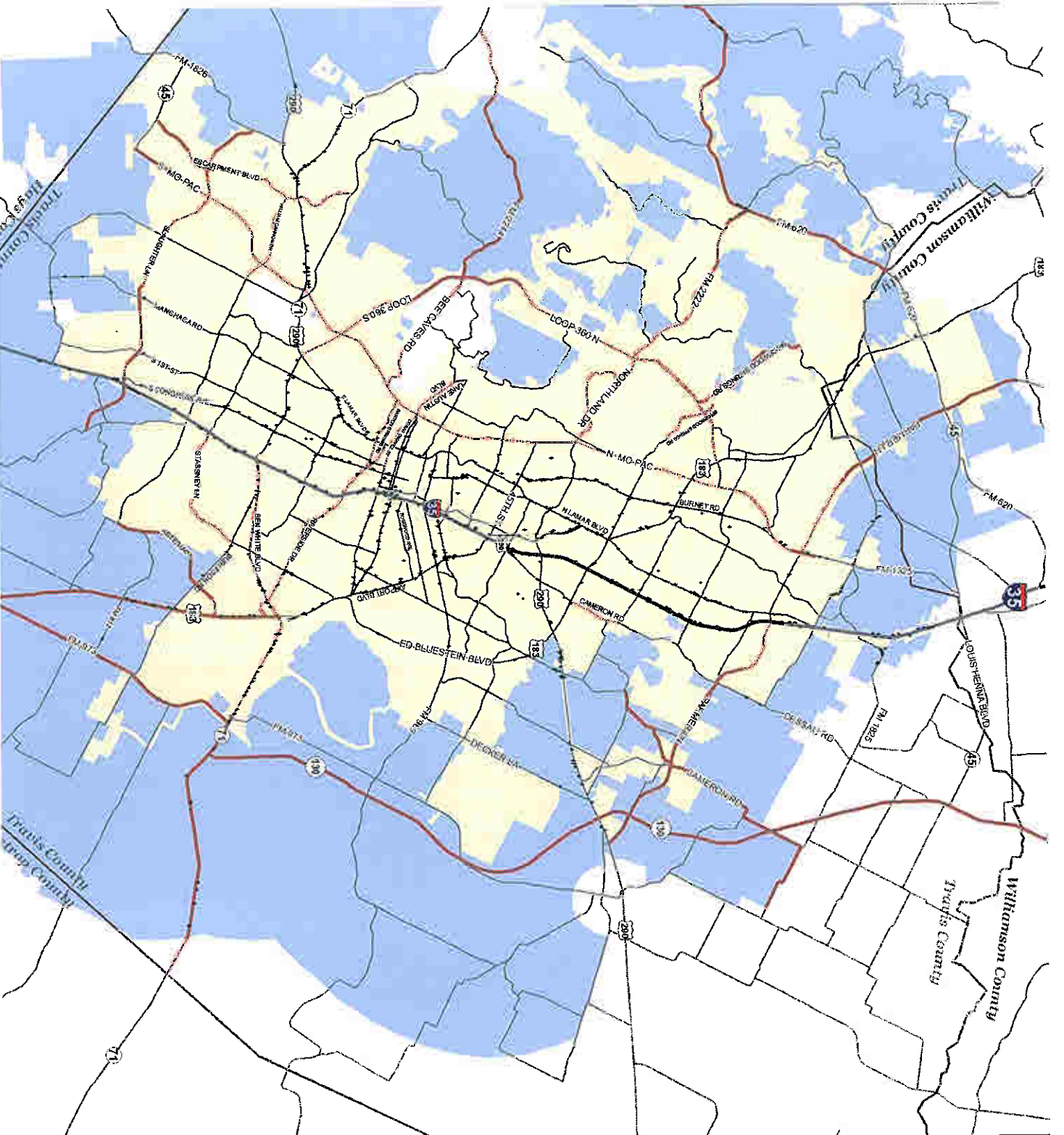
	<u>1998</u>	<u>2005</u>	<u>2008</u>
COA & ETJ	619	621	621
Scenic Roadway	88	88	88

Differences in 1998 and 2008 data:

- 1 billboard registered, but not identified during 1998 survey
- 1 billboard was supposed to have been removed, but remains in place due to a property owner dispute with the sign company.

16% of signs registered
19 approved relocations

1999 COA Billboard Inventory



◆ Billboards within
COA Jurisdiction
Dec. 31, 1999

— Scenic Roadways

COA Jurisdiction
Dec. 31, 1999

COA Full &
Limited Purpose

COA 5 Mile ETJ

2005 COA Billboards with Relocations

2005 Relocations



Billboards
Relocated - From



Billboards
Relocated - To



Billboards within
COA Jurisdiction
Dec. 31, 2005



Scenic Roadways

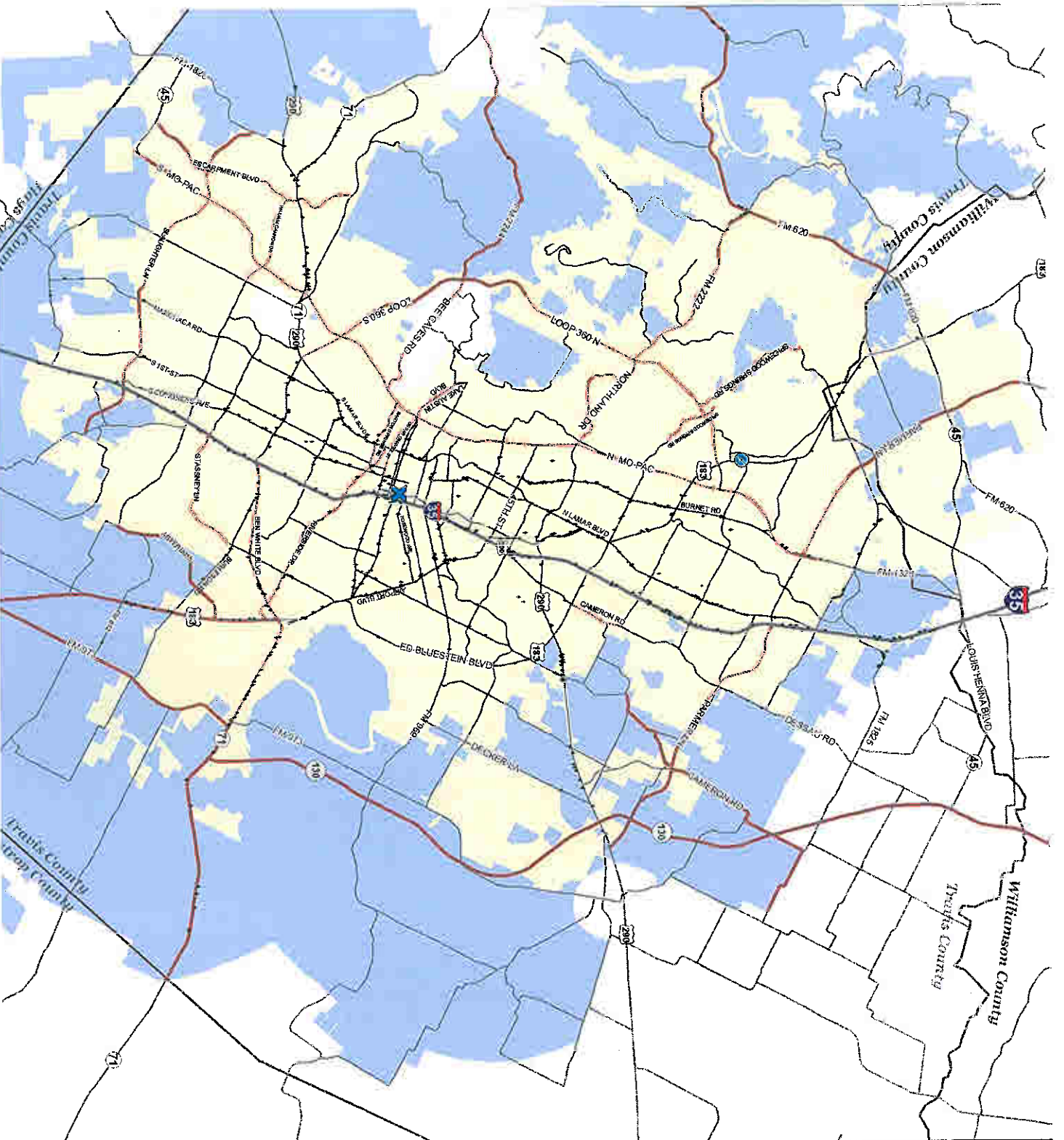
COA Jurisdiction Dec. 31, 2005



COA Full &
Limited Purpose



COA 5 Mile ETJ



2007 COA Billboards with Relocations

2007 Relocations

X Billboards Relocated - From

● Billboards Relocated - To

2005 Relocations

X Billboards Relocated - From

● Billboards Relocated - To

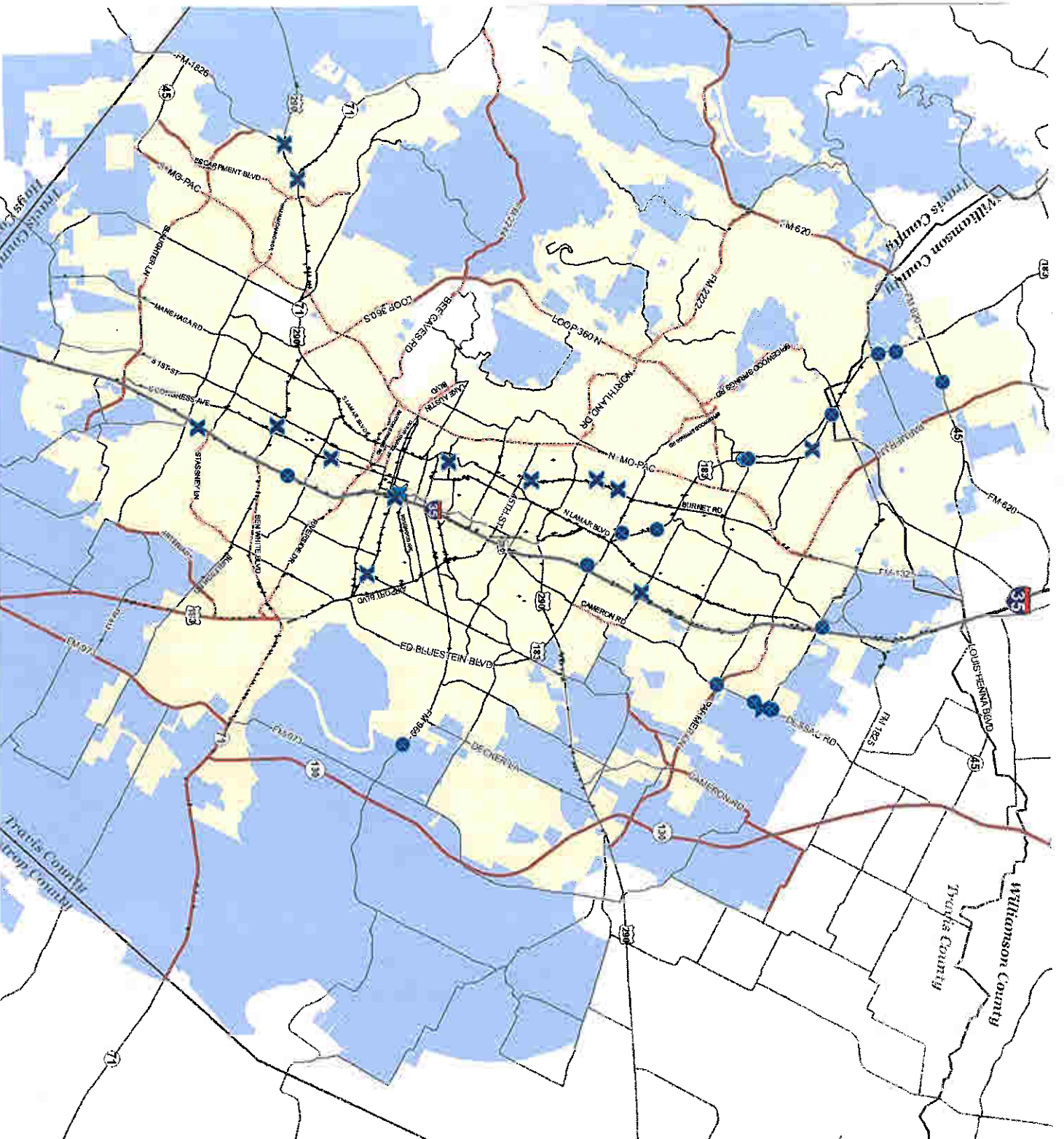
◆ Billboards within COA Jurisdiction Dec. 31, 2007

— Scenic Roadways

COA Jurisdiction Dec. 31, 2007

■ COA Full & Limited Purpose

■ COA 5 Mile ETJ





Planning Commission Recommendations

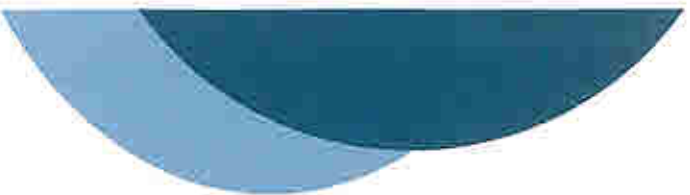
- Recommended
 - Installation of energy-efficient/dark skies lighting
 - Clarifying penalties for failure to register a sign
 - Annual registration by the property owner
 - Aggregation of billboards, but limit relocated sign to a total of 300 sq ft as opposed to 672 sq ft
 - Ban on new mobile billboards companies and delayed 2 year ban on existing companies
 - Notice requirement if sign companies provide the city with an annual inventory of signs owned
 - Registration fee for taxi cabs



Planning Commission

Additional Recommendations

- Add language to require sign owners to mark the sign for certain identification features.
- Require sign owners to provide an annual inventory of all owned signs.
- Clarify language to require the sign owner to remove the original sign before relocating a sign to its new location.
- Clarify that the relocated billboard must have the same number of sign faces as the original billboard it is replacing.



Planning Commission

Additional Recommendations

- Clarify that any additional removed billboards be of like size, number of sign faces, etc.
- Clarify that billboards cannot be relocated:
 - Within 1,000 ft of a residential zoning or use
 - Within 800 ft of school property
- Amend the code to reflect that a relocated sign may remain for 10 years as opposed to 25 years and any additional sign removed results in an additional 6 years of life for the relocated sign.
- Grant additional time to billboard companies to comply with installing energy efficient, pollution reduction lighting for signs relocated prior to February 2008.



Staff Recommendation

- Support Planning Commission Recommendations.
 - Except taxi-cab sign registration/fee.
- If elevated heights are allowed, use the proposed map (Exhibit D) to identify areas prohibited from receiving the 25 ft height increase.



Question & Answers

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